

## Unit #2 “Test”/ Learning Reflection & Application

For this assessment, you will choose a recorded product advertisement to analyze using the concepts related to the social construction of gender.

The goal of this assessment is to provide a reflection on your learning and demonstrate your understanding of these concepts along with your comprehension of the assigned course materials.

Choose ONE of the commercials linked below:

- [Morning After Pillow: Axe Body Spray](#)
- [She's a Lady: KFC](#)
- [Summer's Eve: Hail to the V](#)

Question: How does this advertisement illustrate key concepts about how gender norms are created and reinforced within this culture? In other words, how does the commercial reinforce gender stereotypes and leverage those stereotypes to sell their product?

In particular, you should draw from readings and films from Unit #2 that discuss how gender is socially constructed, i.e., created and reinforced by society through messages about what it means to be masculine or feminine in this culture. You may address how the ad portrays both masculinity and femininity or focus on only one. You may also discuss how the ad reflects gender socialization beyond the gender binary if you see evidence in the ad.

In your answer, you should be very specific in discussing specific images and language in the commercial.

Important: You should refer to at least 4 of the readings, films, and materials from the unit. You should not include references to materials that are not included in the course.

A successful response should include the following:

- Specific references to at least 4 different sources (readings, films, etc..)
- Analysis of specific images and language from the actual commercial
- Clear connections between the commercial and the major course concept of social construction of gender, as well as gender norms, expectations, roles and stereotypes.
- Concise and coherent explanations of your ideas
- Utilize standard English grammar and spelling
- Be at least 3 paragraphs long (approximately 500-750 words total).